

Business Goals Guidelines:

SEO services are customised services to fit into the goals of a website. SEO services comprise of internet marketing and search engine optimization. Your personal skills, needs, knowledge, leadership abilities, available resources, level of risk, and the nature of your business factor into the equation when identifying your personal business goals

Completing the worksheet:

Think about your **business goals** using the steps listed below. Please spend some quality time on this exercise. Once your goals are clear in your head and drafted onto paper run through the **features of your website** listing any additions you may be considering. Move onto thinking about **connecting goals**. Does your website function meet your business goals? If not write it down. Now look at the **conversion's table**. A conversion in the context of a website is usually a visitor visiting your site and then making a purchase. Does your website allow this easily? Look at your competitors website, how does that call the visitor to take some action?

Review the five rules for setting business goals. In order to be effective, business goals must be **specific, measurable, attainable, relevant and timely**. This can be best remembered by using the acronym, **SMART**.

Be **specific**. This means identifying a situation or a goal that can be easily understood. The best goals are linked to numbers, ratios or percentages. The more precise managers can be about the need, the better the goal.

Formulate **measurable** goals. In order to improve anything, you must first be able to measure it. Set up a system to measure how goals will be monitored, measured and recorded.

Make each goal **achievable**. Setting goals beyond the competition may help to rally your team, but if the goal is unattainable, it will not work. This could have a negative effect on reaching your goals. Consider the capabilities, strengths and weaknesses of your team before and during, writing your goals.

Write **relevant** goals. Writing the most effective goals means making those goals relevant to everyone in the organization. Each group must understand how that goal pertains to their work duties and responsibilities.

Be **timely**. Give each of your goals a time limit. For instance, "Increase segment A sales by 5 percent in 12 months." This will provide an additional guideline for all team members and help to connect both goals and outcomes to the overall business calendar.

Above everything else think of **what the user wants and needs**, and how they might use a site. Anything from 1% to 99% of potential sales can be lost through poor site usability and can be reflected in the bounce rate from Google analytics.

Finally: Complete the document and return to me ruth@itm.co.za or fax: 0865 653403